

# **Improving the Public's Perception of Public Health (PH)**

## **Goals and Roles**

**PHN contribution to SPA \_\_\_\_'s Public Health Improvement Plan for 2002-\_\_\_\_**

### **Assessment:**

In SPA \_\_\_\_, data for \_\_\_\_ year shows that the public's perception of PH goals and roles is as follows:

Perception of PH goals and roles differs from or is similar to the countywide profile in the following ways:

*Insert SPA/county comparison data here.*

Describe the qualitative and quantitative factors that influence public perception of PH goals and roles. Aim to answer the question, "What are the factors that contribute to poor perception of PH goals and roles among the \_\_\_\_\_ population in the SPA?"

### **Diagnosis:**

The SPA Public Health Team may determine that the public does not have an accurate understanding of the role of the PH professional, which is hindering PH from reaching its goal of Healthy People in Healthy Communities. This could be noted by lack of appropriate use of PH professionals by the community; lack of understanding by the community of responsibilities of various PH professionals; limited inquiry and professional pursuit by the community resulting in shortages in PH workforce, primarily nursing.

NOTE: If the SPA can promise improvement in the public's perception of PH goals and roles for everyone living in the SPA, then so state here. If there are no resources available to promise improvement in all, then under this heading describe in what way the perception of PH goals and roles is worse for different groups. For instance, it is \_\_\_\_\_ overall but \_\_\_\_\_ for residents of Malibu (therefore the focus for improvement efforts is on residents of Malibu).

### **Identifying Outcomes:**

#### Outcome Objective:

By \_\_\_\_\_ (date), there will be a \_\_\_\_% improvement in the perception of the \_\_\_\_\_ population related to PH goals and roles, particularly nursing as measured by \_\_\_\_\_.

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### Planning and Action:

#### Intermediate Objectives

[DEFINITION: Intermediate Objectives link the Outcome Objectives to the Process Objectives. They describe the changes that will occur that ultimately result in or produce the desired outcome. They are precursors to attaining the outcome. Intermediate Objectives have shorter time frames and clearly reflect what can be accomplished and measured within the time period of the program plan. Intermediate Objectives assess measures, which have a high probability of reducing a health problem or increasing resiliency/capacity. These objectives measure the impact of specific interventions designed to achieve the outcome. Intermediate Objectives measure changes in organizations, laws, policies, and power structures at the systems level, changes in community norms, attitudes, awareness, beliefs, practices, and behavior at the community level, and knowledge, attitude, beliefs, values, skills, circumstances, behaviors, and practices at the individual/family level.]

*The following are examples of possible/suggested Intermediate Objectives related to reducing improving the public's perception of public health goals and roles based on best practices from PHN experience.*

1. By \_\_\_\_\_ (date), \_\_\_\_% of the \_\_\_\_\_ population will have an increase in the awareness about PH goals and roles, as measured by \_\_\_\_\_.
2. By \_\_\_\_\_ (date), \_\_\_\_% of the \_\_\_\_\_ population will demonstrate a positive change in attitude related to consulting with PH professionals, as measured by \_\_\_\_\_.
3. By \_\_\_\_\_ (date), there will be a \_\_\_\_% increase in the number of those in the \_\_\_\_\_ population who express a positive interest in a PHN career for themselves or for someone in their family, as measured by \_\_\_\_\_.

*Using several of the above examples, the following is a demonstration of how the process extends from the Intermediate Objective to the Process Objectives, which describe the action/interventions.*

#### Process Objectives for Intermediate Objectives #1-3:

[DEFINITION: Process objectives are the methods of the intervention. They detail the specific tasks that will be carried out within a specified time frame. Process objectives describes the input; the means by which the intervention or strategy will be implemented. They include inputs, participation, and reactions.]

##### Process Objective 1:

By \_\_\_\_\_ (date), PHN will develop a brochure explaining role of PHN for a social marketing campaign with the \_\_\_\_\_ population. (*Minnesota PHN Interventions: Social Marketing, Systems, Primary and Secondary prevention*)

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### **Process Objective 2:**

By \_\_\_\_\_(date), PHN will develop a template for a presentation on the purpose of public health and its usefulness to the \_\_\_\_\_ population, to be used with members of the \_\_\_\_\_ population and the community based organizations that serve the \_\_\_\_\_ population. *(Minnesota PHN Interventions: Social Marketing, Collaboration, Coalition Building, Systems & Community, Primary and Secondary prevention)*

### **Process Objective 3:**

By \_\_\_\_\_(date), PHN will have a social marketing campaign in which \_\_\_\_\_ # of brochures will be distributed to the \_\_\_\_\_ population. *(Minnesota PHN Interventions: Social Marketing, Community, Primary and Secondary prevention)*

### **Process Objective 4:**

By \_\_\_\_\_(date), PHN will provide \_\_\_\_\_ # of presentations to the \_\_\_\_\_ population and the community based organizations that serve the \_\_\_\_\_ population regarding the role of PHN including educational preparation and recruitment. *(Minnesota PHN Interventions: Social Marketing, Collaboration, Coalition Building, Systems & Community, Primary and Secondary prevention)*

### **Process Objective 5:**

By \_\_\_\_\_(date), PHN will advocate in \_\_\_\_\_ policy making setting to increase the availability of nursing scholarships for the \_\_\_\_\_ population and increase the number of bachelor-level nursing school programs available to the \_\_\_\_\_ population. *(Minnesota PHN Interventions: Policy Development and Enforcement, Advocacy, Systems, Primary and Secondary prevention)*

### **Process Objective 6:**

By \_\_\_\_\_(date), PHN will collaborate with \_\_\_\_\_(##) existing nursing school affiliates to provide yearly PHN rotations of high quality at SPA public health sites, as measured by a satisfaction survey of clinical instructors and nursing students who attend the sites. *(Minnesota PHN Interventions: Policy Development and Enforcement, Collaboration, Coalition Building, Systems & Community, Primary and Secondary prevention)*

### **Process Objective 7:**

By \_\_\_\_\_(date), PHN will provide PH services and recruitment information at \_\_\_\_\_(##) health fairs serving the \_\_\_\_\_ population. *(Minnesota PHN Interventions: Health Teaching, Counseling, Social Marketing, Community & Individual and Family, Primary and Secondary prevention)*

And so on...

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*Under the direction of the SPA Nurse Manager, additional relevant Intermediate Objectives should be developed that address the Outcome Objectives as well as specific Process Objectives that address each Intermediate Objective.*

Ultimately, the Outcome Objective of improving the perception of PH goals and roles among the population will *only be achieved if other disciplines and the community* contribute to identifying Intermediate and Process Objectives.

### **Evaluation**

Each Process Objective and Intermediate Objective should have a mechanism to evaluate whether or not the objective was accomplished. This includes a mechanism to track progress toward achieving the Outcome Objective at regular intervals.